

Our Great Challenge Sale

for Monday---Don't Fail to Read Two Preceding Pages



4-String Brooms

With This Coupon and..... **29c**

Four-string Brooms, well made of corn straw—on sale tomorrow at **29c** each, with this Coupon only. (S)

Basement.

Rose Garden Chocolates

Regularly 60c pound, **29c**

With This Coupon Only

High-grade Assorted Chocolates, made by the well known Chocolate Products Company. Delicious creams, nougats, caramels and assorted fillings, with heavy chocolate coating. (S)

First Floor—Bargain Booth.

IT PAYS TO DEAL AT

Goldenberg's

BOTH SIDES OF 7TH AT K ST. "THE DEPENDABLE STORE"



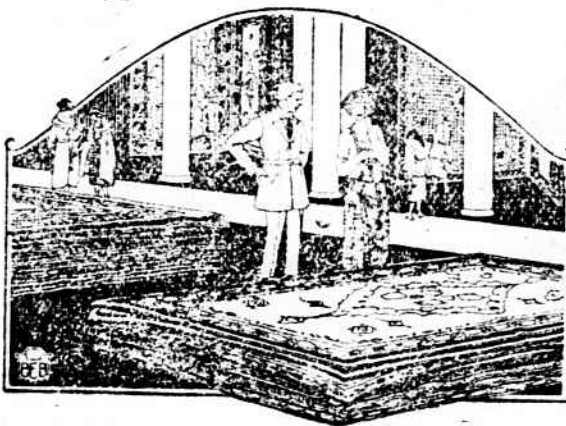
\$10.00 Stenciled Grass Rugs at \$5.00

This extraordinary low price does not mean cheapened quality—every rug in the sale is a standard grade double-warp, smooth-finish grass rug of the sort that will give satisfactory service and prove ideal for summer wear.

Handsome colorings, in medallion and neat border designs—a large selection of attractive styles to choose from. All are 9x12-ft. large room size, and strictly PERFECT first quality. Offered tomorrow at less than present import cost.

Not over three to a customer.

6x9-ft. Room Size Grass Rugs, in a large assortment of desirable patterns and colors. Regular \$5.00 value at..... **\$2.95**



50c and 55c China Matting

Choice of any roll of China Matting in our stock, selling regularly at 50c and 55c, at a price that defies competition. We will cut any quantity required from the full rolls of best quality 116-warp or 85-lb. palmed-finish China Matting; in 30 styles of checks as well as plain white. Yard at..... **27 1/2c**

\$19.75 Hodges' Cherokee Fiber Rugs, \$12.98

Famous Hodges' "Cherokee" Fiber Rugs—the standard of quality; in reversible woven designs, including oriental, medallion and neat figured effects and color combinations to suit any room. 9x12-ft. and 8x10-ft. sizes. Selling regularly at \$19.75. Challenge Sale price, **\$12.98**.

\$2.00 Stenciled Grass Rugs, \$1.10

Size 3x6-ft. double-warp Stenciled Grass Rugs, in green, blue or brown colorings, in oriental, medallion, neat and novelty border designs.

First Floor—Bargain Tables.

9x12-ft. Crex De Luxe Rugs, \$21.45

The best of all summer rugs and preferred by American housewives everywhere throughout the country. Strictly perfect quality and every rug with the factory trade mark label. The season's newest and most desired designs and colorings. 9x12-ft. room size. Regular price everywhere is \$25.00. Challenge Sale price, **\$21.45**.

Women's \$1.98 and \$2.50 Silk Handbags \$1.48



Newest styles in Handbags, of fine quality silk moire, with oxidized silver and fancy metal frames; some with jeweled knobs. Choice of black, navy, brown and taupe. Inside coin pocket and mirror. Some with round shirred bottoms; others with heavy silk tassels to match.

Qualities selling regularly at \$1.98 and \$2.50—specially priced for the Challenge Sale at **\$1.48**.

Silk and Leather Bags, \$3.39

High-grade Silk and Leather Bags, in the newest shapes and styles, including Leather Swagger Bags, Long Handle Bags and Vanity Bags, in black and colored effects. A very large assortment to select from, among which are Fine Quality Silk Moire Bags and Bags of fine leathers, including Pin Seal, Morocco Grain, Spider, Cali, Alligator Cali, etc. Extraordinary values at **\$3.39**.

Women's Handbags, Purse and Vanity Bags, in a variety of practical and stylish shapes. Black and colored effects. Regular \$3.00 value, at..... **65c**

Women's Leather Belts, of good quality, including patent leather and dull calf finish, in black and colors. Assorted styles and shapes, selling regularly at 50c..... **19c**

Sale of Cut Glass

Beautiful American Cut Glass—every piece perfect of rich brilliant design and new cuttings.



\$3.98

\$4.98 **\$3.98** **\$1.09** **\$3.39**

98c Aluminum Ware

With This Coupon and..... **69c**

Superior Grade Aluminum Ware, fully guaranteed for service—choice of the following pieces at **69c** each—
3-qt. Trade-size Covered Saucepan.
3-qt. Trade-size Covered Kettle.
4-qt. Trade-size Lipped Saucepan.
4-qt. Trade-size Preserving Kettle.

Basement P.

Cretonne Sofa Cushions 37c 69c

Worth 75c

Worth \$1.39

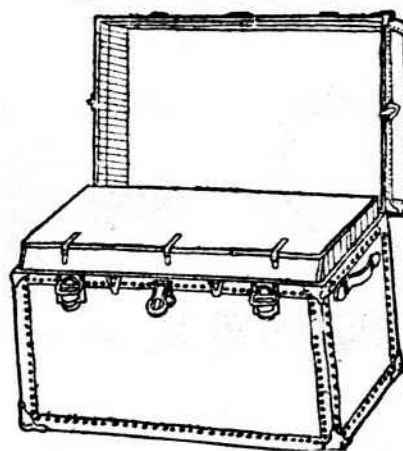
We offer one thousand of these Cushions tomorrow at just one-half their real value. All covered with fast-color cretonnes of superior quality, in best patterns—choice of light or dark shades.

At 37c each—size 18x18 inches, filled with cotton.

At 69c each—size 18x18 inches, round shape, filled with soft, fluffy silk floss.

Goldenberg's—Fourth Floor.

\$20.00 3-Ply Veneer Fiber Trunks \$10.75



A carload purchase of Trunks—the second one secured within the past few weeks—enables us to offer wonderful trunk values, of which this is a typical example.

Three-ply Veneer Fiber Trunks, covered with vulcanized fiber; in 34, 36 and 38 inch sizes; choice of dress or steamer shapes. Finished with very heavy brass corners and dowels; some with spring locks and strong side bolts.

All are substantially constructed for long service.

\$10.00 Cowhide Leather Suit Cases, \$6.95

24-inch size genuine Cowhide Leather Suit Cases, cloth lined; with straps and night fold. Finished with brass-plated lock and leather straps all around. Light or dark tan shades.

Goldenberg's—Fourth Floor.

39c and 49c Cretonnes at 19c a yd.

A truly great Challenge event. Thousands of yards of fast-color, yard-wide Cretonnes, in full bolts and mill lengths suitable for every use. Plenty of every pattern.

A Wonderful Challenge Sale Offering of 400 Boys' Norfolk Suits

\$4.69

All Sizes 7 to 14 Years

Values That Cannot Be Matched Anywhere



A real Challenge event, with savings sure to bring mothers here to outfit their boys. This season's newest models in Norfolk Suits, fashioned of durable Cheviots and Tweeds, in a variety of smart-looking mannish mixtures. Full cut Knickerbocker trousers, lined throughout; well tailored to withstand the hard knocks a boy gives his clothes. All sizes, 7 to 14 years, included.

Boys' All-Wool Two-Trousers Suits

\$9.75

The extra pair of trousers means double wear. These Two-Trousers Suits are splendidly tailored of strictly all-wool Cheviots and Tweeds, in a good assortment of neat mixtures. Both pairs of Knickerbocker trousers are lined throughout, all seams taped and reinforced. Sizes 7 to 17 years. Radically underpriced for the Challenge Sale at **\$9.75**.

Little Boys' \$6.75 Regulation Middy Suits, \$5.25

All-wool, yarn-dyed, navy blue Serge Regulation Middy Suits, with short trousers; Goldenberg standard make. Sizes 3 to 10 years.

Boys' \$1.25 Wash Suits at 78c

Boys' Wash Suits of fast-color or washable fabrics, in the season's newest models. All sizes 3 to 8 years. **First Floor.**

Boys' \$1.50 Trousers at \$1.00 Pair

Boys' Gray Crash Jasper Linen Knickerbocker Trousers—the washable kind for vacation days. Sizes 8 to 17 years.

Little Boys' \$9.00 All-Wool Reefers \$6.45

Spring Reefers for little fellows from 3 to 10 years; of all-wool Cheviots and Tweeds. In neat mixtures; alpaca lined. Famous "Elberne" make. **First Floor.**

Boys' \$1.00 Koveralls, 89c

Boys' Koveralls, of blue and khaki, trimmed in contrasting colors of red or blue, warranted fast colors. Sizes 2 to 8 years.

Boys' Percale Blouses at 39c Each

Boys' Percale Blouses, in neat stripes on white grounds; full-cut and well made. Sizes 6 to 14 years. **First Floor.**

69c Table Damask

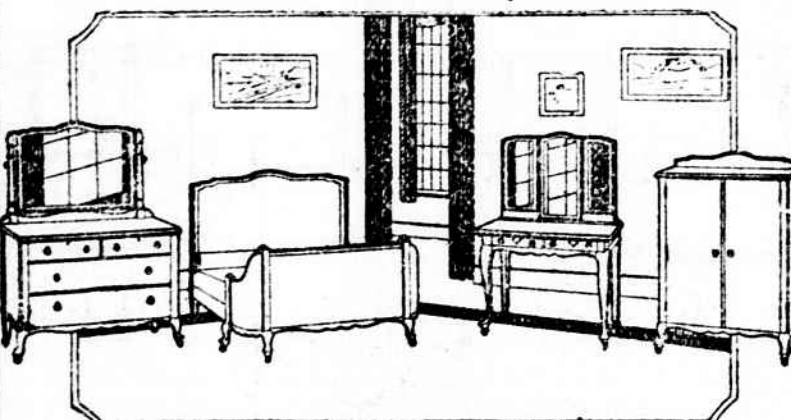
Full 58 Inches Wide. **39c** Purchase of Mill Lengths

A special lot of 500 yards of mill lengths of Mercerized Table Damask, in a variety of neat patterns. Good weighty grade suitable for home use. 58 inches wide. Limit—six yards to a customer.

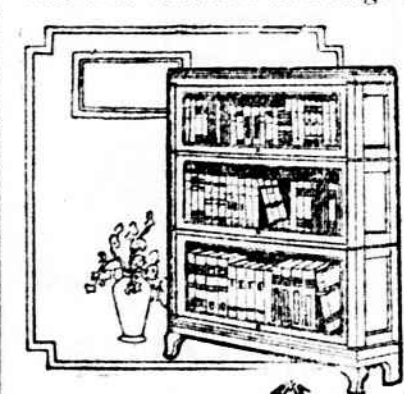
Challenge Prices on Furniture

The Challenge Sale brings an extraordinary opportunity for home furnishers to purchase new Furniture for summer homes. Prices are down to bedrock, and no matter what you need for your home you can buy it here at a wonderful saving. Divided payments easily arranged if desired.

\$325.00 Queen Anne Bedroom Suite, \$199.00



Four-piece Bedroom Suite of rare beauty, in American walnut; Queen Anne period design, consisting of Bow-end Bed of artistic design; Triplicate Wing Dressing Table; Chiffonette with double door inclosed front; Dresser with four drawers and large plate mirror.

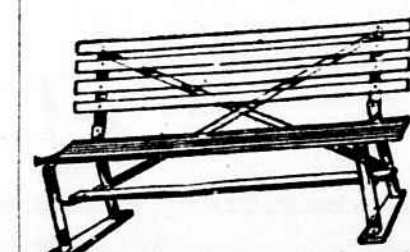


\$65.00 McKee Household Refrigerator, \$49.00

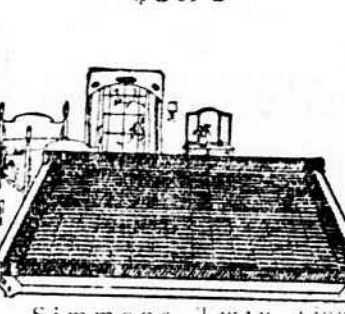
The McKee Refrigerator offers the utmost in refrigerator and food sanitation, and will last for years. We offer our regular \$65.00 "Household" make at this big saving tomorrow—porcelain lined; top icer style; 100 lbs. ice capacity. Extra special, **\$49.00**.

\$37.50 Gunn Bookcase, \$25.75

This nationally advertised Section Bookcase, in fumed oak finish; consisting of four sections, top and base—specially priced for the Challenge Sale at **\$25.75**.



\$9.00 Simmons Bed Springs, \$5.95



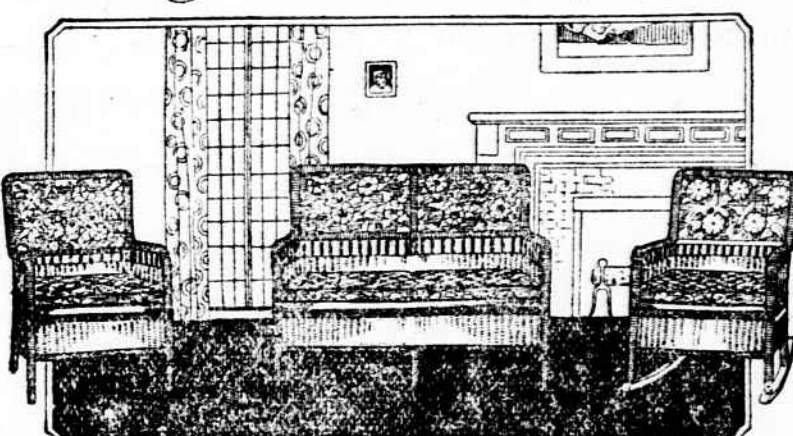
Simmons Twin Link Springs, like all Simmons' quality products, are the highest standard of excellence. Band edge, high riser, with protected corners that prevent bed clothes from being torn.



\$6.75 Lawn Bench, \$5.00

Steel Frame Lawn Bench, 4-ft. size, with bolted slats and center supports; making it unusually strong and durable.

\$119.00 Three-Piece Fiber Living Room Suite, \$79.00



Three-piece Fiber Reed Suite for the library or living room—one of the most attractive types for all the year-round service. It is finished in Baronial brown and upholstered in tapestry. Three pieces, comprising Settee, Rocker and Chair—at only **\$79.00**.

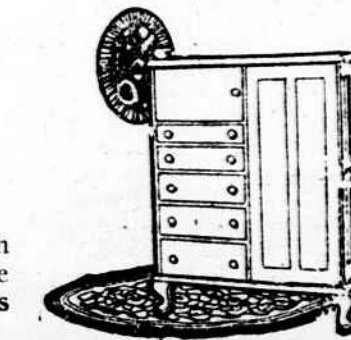
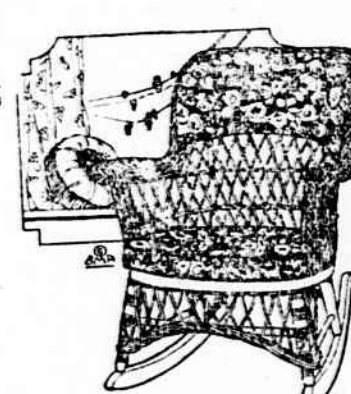
\$17.50 Fiber Reed Chairs and Rockers \$14.75

Upholstered Fiber Reed Rockers and Chairs, in Baronial brown finish; with cretonne cushions. If looking for chairs and rockers of attractive appearance and real comfort, see these unusual values.

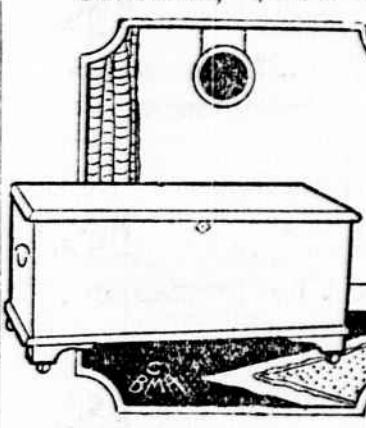
\$29.00 Chifforobe

\$19.75

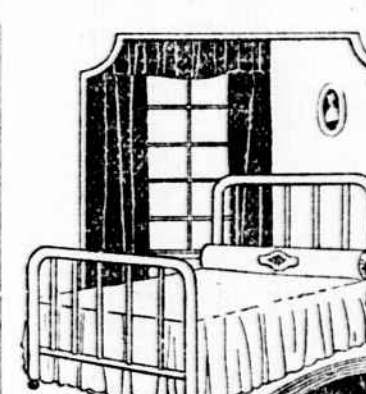
Golden oak Chifforobe, with 5 drawers and ample wardrobe space—a handy article for men's or women's clothes.



\$17.50 Cedar Chests, \$13.95



Well made Cedar Chests, 36 inches long, 18 inches wide, 14 inches high—extraordinarily low priced for the Challenge Sale at **\$13.95**.



\$17.50 Beds, \$11.00

White Enamel Bed, of all steel construction; continuous post, 10 sturdy fillers. A thoroughly dependable bed, built for service and satisfaction.